

Campaign Coordinator - Kickstart scheme intern 6-month placement **(London Living Wage, 30 hours a week, enhanced benefits - including discounted gym membership and more)**

Role overview: (click [here](#) to find out more about Profusion and staff benefits)

Profusion is a leading provider of data and marketing services, ranging from consultancy advice, through to the creation and execution of innovation projects and marketing campaigns. We specialise in helping businesses to grow using the power of data science. Our partnerships with universities and leading organisations enable us to bring the best academic thinking into the solutions we offer our clients.

We are working with the Government's Kickstart Scheme and are excited to be offering a 6-month job placement for the role of Campaign Coordinator. This is a role in our email marketing team and a great opportunity to start your career in the world of marketing. You will be supporting the team of email campaign managers to help our clients send out marketing campaigns and you will learn lots of skills related to the workplace, as well as technical and marketing skills and how to provide great customer service to our clients.

It's a fantastic role where training will be provided on both the skills needed to succeed in the workplace, as well as technical and client management skills relating to email/SMS campaigns in a busy agency environment, which could lead into a full time role as a Campaign Co-ordinator and really kick start your career. All of this while embarking on an exciting journey with a pioneering, fast-growing company situated at the heart of London's Tech City.

Key responsibilities

What is an email campaign? An email campaign is when a company sends out emails to their multiple customers at the best time and with the most relevant content. For example, if you receive an email from your supermarket about a promotional offer, this email has been sent out by a Campaign team.

This role covers a wide range of duties and responsibilities, you will be working with an experienced team of Campaign Managers and Email Developers, supporting in a variety of ways from day to day administration and team support, through to learning the more technical aspects of the job. The role will really help to develop your communication and people skills.

- Day to day administrative support for the team, including supporting with booking diaries for meetings and client calls
- Supporting the team to track workloads and priorities through the week, including maintaining and regularly updating / sharing the status of campaigns
- Learning technical skills to help assist the Campaign Manager in the sending of email/SMS campaigns.
- Learning about data processing, data previews for clients and gaining an understanding of how to set up an email delivery in Adobe and support the team on deployments of campaigns.
- Helping to communicate to clients and responding to their email requests
- Support with client meetings; internal client-centric team meetings and calls
- Develop understanding of client account and ways of working
- Assist the wide Campaign team with ad hoc tasks as and when required

Personal Specification: Knowledge, Experience and Skills

You need to be a strong communicator who has good interpersonal skills, any experience of working in a customer facing role is an advantage. We are looking for someone enthusiastic and keen to learn about digital marketing.

Knowledge & Experience

- 1-2 years' experience in a customer facing role or very strong interpersonal skills
- Proficient in Microsoft Office i.e. Excel, Word, PowerPoint
- High attention to detail
- Good communication skills, written and verbal
- Excellent organisational skills and be able to prioritise workload